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Last Minute News

Folgers consolidates at Ayer

CINCINNATI—Procter & Gamble consolidated its $65 million Folgers coffee account at N W Ayer, New York, moving the new Gourmet Supreme brand from Wells, Rich, Greene, New York. The product, now in test, could become an estimated $10 million account with a national rollout. Separately, General Foods could make a decision sometime this week on its $50 million-plus Maxwell House account review. General Foods agencies D'Arcy Masius Benton & Bowles, Grey Advertising, Young & Rubicam and incumbent Ogilvy & Mather, all New York, are pitching.

'TV Guide' considers agencies

RADNOR, PA.—*TV Guide* is talking to three agencies, including N W Ayer and Backer Spielvogel Bates, both New York, about a $10 million TV account for the weekly, sources said. Ayer already handles trade advertising; consumer ads have been done in-house and assigned on a project basis.

Sega plans new electronics line

SOUTH SAN FRANCISCO, CALIF.—Sega of America is completing an agency review for a new consumer electronics entertainment product line that will get ad support estimated at $10 million. The line will be separate from the videogame system currently marketed by Tonka. Sources said there are at least three agencies vying for the ac-

(Continued on Page 8)

Nissan purges ad department

By CLEVELAND HORTON

Following sweeping changes in its media plan, Nissan Motor Corp. USA has pushed its broom through the advertising department, bringing in almost all new faces.

The move seems to signify Nissan's frustration with slow-growing sales. Despite four new-model introductions this year and a dramatic shift out of print advertising, sales remain only slightly ahead of 1988.

Sales in the current year still lag behind 1987-model levels. Unsatisfactory results that year helped spur the switch of Nissan's $180 million account to Chiat/Day, Venice, Calif., from William Esty Co., Los Angeles, in mid-1987.

Joe Opre, national advertising manager, was moved out of the ad department late last week.

He will now concentrate on operations as special assistant to Bob Thomas, VP-general manager of the Nissan division.

Tom Hushek, former national business planning manager, is replacing Mr. Opre.

In other moves, John Rinek, national truck advertising manager, has been named to the new post of national creative manager.

He will now act as the daily liaison with Chiat/Day.

Terry Foutz, national car advertising manager, resigned to join Kresser-Craig/D.I.K., where he will work on the Daihatsu of America account.

Sources say Mr. Foutz's decision to leave Nissan was prompted by management's plan to curtail his responsibilities.

Nissan has eliminated the national car and truck manager positions.

John Nystrom, who continues in his post as director of marketing, said the changes were designed to "streamline the operation, [to] make it more focused and targeted."

Mr. Nystrom said, "It's a tough market. We need to do better planning."

Observers suggest Nissan is adopting a Ford Motor Co. philosophy,

(Continued on Page 85)

NCAA chief backs off on beer ad ban

By SCOTT DONATON

National Collegiate Athletic Association Executive Director Dick Schultz appears ready to drop his proposed ban of beer commercials in post-season tournament telecasts.

Mr. Schultz has been under increasing pressure from beer marketers and college athletic directors since he created an uproar last year by suggesting that beer spots—already limited to 90 seconds per hour on NCAA tournament telecasts—be banned from the next TV rights package (AA, Nov. 7, *et seq.*).

He said beer commercials clash with the NCAA's own anti-alcohol-abuse public service announcements.

But as the NCAA prepares to negotiate a new TV contract, Director of Communications Jim Marchiony is saying Mr. Schultz "never proposed it [a ban] in the first place."

All Mr. Schultz said back then, Mr. Marchiony insisted last week, was "that beer ads are something that needs to be considered."

CBS-TV's three-year, $165 million NCAA contract expired earlier this month. Despite the clause limiting beer commercials during tournament broadcasts, such spots still accounted for a reported $36 million in network revenues during the contract.

Anheuser-Busch, Adolph Coors Co. and Stroh Brewery Co. were all major advertisers on this year's tournament telecast.

Officials at CBS Sports, ABC Sports and NBC Sports refused comment on the issue. But one network executive who requested anonymity said, "We need the beer advertising to support the NCAA and all sports.

"Beer plays a vital role as an advertiser in college bas-

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New address for Bob Vila

Photo: Lucy Wilson

Bob Vila will soon nail down new advertisers on his own show.

Ex-'Old House' host may build on rehab craze

By KATE FITZGERALD

Bob Vila, evicted from "This Old House," could unleash millions of dollars in advertising from home-supply marketers with a new nationally syndicated TV program.

Mr. Vila's attorney, Ronald Feiner, said the former contractor/TV host is close to signing a deal for his own home-repair program.

The speed with which the deal was built—less than a month after a split with the popular Public Broadcasting Service program—reflects the 42-year-old Mr. Vila's value to marketers in the fast-growing $102 billion home-improvement industry.

Product marketers and retail chains have had trouble targeting and reaching their vast audience that cuts across demographic groups. A new show with Mr. Vila would appear to solve that ad-vehicle problem for a number of marketers.

In addition to home-building sup-

(Continued on Page 84)

Beiersdorf consolidates account

By KEVIN COTE

Beiersdorf AG, the big West German personal-care and pharmaceutical marketer, is about to consolidate the bulk of its worldwide Cosmed division's estimated $96 million marketing budget, agency sources say.

The big winners appear to include TBWA, Leo Burnett Co. and N W Ayer.

The $1.9 billion Hamburg-based company describes its Nivea brand as the world's largest skincare brand.

Beiersdorf isn't big in the U.S., selling Nivea and a few other brands. U.S. ad spending for 1988 was only $5.6 million, via Posey Quest Genova, Greenwich, Conn.

So far, the company planned agency alignment moves in the Cosmed division will be concentrated in Europe and not in the U.S.

Beiersdorf executives in the U.S. weren't available for comment.

But Beiersdorf's move may be the first step toward global agency consolidation. The company spends about $194 million a year on marketing services, including below-the-line activities and marketing research.

Daniel Tobler, product coordination director at Cosmed, said changes in the agency roster, to be announced May 10, would be confined to that division.

"Implementation will probably be a little faster in Europe than in the rest of the world," he said. Europe is Beiersdorf's traditional stronghold.

He wouldn't comment on the number of ad agencies losing business or what agencies would benefit in a consolidation.

The move follows the promotion of Hans Otto Wobcke, former chief of the Cosmed division on the company's management board, to Beiersdorf chairman. He succeeds Heilmut Kruse, who will retire in midsummer.

Heinrich Leuhrs, formerly product coordination director for Cosmed, succeeds Mr. Wobcke. Mr. Tobler, formerly general manager of Beiersdorf's Swiss subsidiary in Basel, has taken over Mr. Luehrs' position.

Cosmed division brands, which account for about 47% of Beiersdorf's worldwide sales, include 8x4 deodorant, Limara body sprays and a wide range of Nivea products.

The majority of the company's marketing budget is devoted to that division, which also markets Atrix skin creams, Labello lip balm, Basis specialized skincare products and others.

With worldwide sales of $555 million, Nivea is likely to be the key brand in the realignment.

TBWA works on Nivea in many European countries. Burnett handles Beiersdorf brands in France, Italy and the Far East. Ayer handles Nivea in Germany. However, Ayer also handles rival Gillette Co. in 15 countries. TBWA, Burnett and Ayer executives refused to comment.

Agency sources say TBWA will be given at least some more Nivea business, and Ayer will win deodorant business. It's unclear what Burnett will get.

Foote, Cone & Belding and DDB Needham Worldwide are known to be among what a Beiersdorf spokesman described as "heaps" of agencies working for the company around the world.

"A lot of different agencies have been in-

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Gen'l Mills hops into fiber frenzy

By JULIE LIESSE ERICKSON and JUDANN DAGNOLI

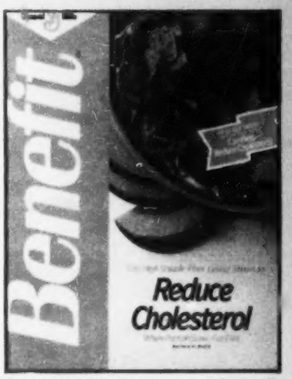
General Mills will make the boldest cholesterol-reducing claims of any food product in introducing Benefit cereal.

The company is committing $20 million to $25 million to the launch, but advertising won't be the only vehicle for advancing Benefit's health message. The package front asserts, "Reduce cholesterol," in type somewhat more prominent than the product name.

Consumer activists are expressing doubts about the claim and about consumers' ability to distinguish not only between the new fiber cereals being rushed to the market but the myriad of fiber terms: oat bran, rice bran, soluble fiber, insoluble fiber and psyllium.

"It sounds like they're trying to market [the cereal] as a medicine," said Bruce Silverglade, executive director of the Center for Science in the Public Interest, a consumer group that's been monitoring health claims in food advertising.

Benefit flakes contain a blend of oat bran, rice and wheat bran, along with more unusual ingredients such as beet fiber and psyllium. Psyllium is also a key ingredient in Procter & Gamble Co.'s Metamucil and other laxatives *(see related story on Page 80)*.



General Mills is pinning a $20 million-to-$25 million marketing campaign to the cholesterol-reducing properties of new Benefit cereal.

The mix gives Benefit a high level of soluble fiber, the type of fiber studies have indicated is effective in

(Continued on Page 85)

Where new owner can pare 'Enquirer'

By PATRICK REILLY

NEW YORK—The new owner of the *National Enquirer* will have to make drastic cuts in both the operation and promotion of the weekly newspaper to justify the $412.5 million sale price, industry experts say.

Macfadden Holdings was high bidder for the supermarket tabloid and its equally brash sister publication, *Weekly World News*. Sources involved in the four-month bidding process and industry observers say the price tag was extremely high considering the annual cash flow of GP Group, the *Enquirer's* parent company. GP Group's cash flow is said to be about $10 million.

Macfadden outflanked such global media giants as Maxwell Communications Corp., which sources said bid close to $400 million for the *Enquirer*. Macfadden made the purchase in partnership with Boston Ventures, an acquisition and investment company.

Cuts could include the *Enquirer's* entire TV ad budget. Spending last year was $12 million via D'Arcy Masius Benton & Bowles.

Macfadden also is expected to cut the size and salaries of the editorial staff, sources close to the sale say.

The company also could renegotiate printing and paper contracts with suppliers and end the practice of holding extravagant parties, such as the million-dollar Christmas bash that owner Generoso Pope Jr. hosted for the town of Lantana, Fla., the paper's home, each year before his death in December.

"Pope ran the place like a candy store," said one publishing source who bid for the *Enquirer*.

Macfadden President Michael Boylan said, "With the *Enquirer's* distribution, which is the best in the

(Continued on Page 84)

March consumer magazine ad linage

	Current month 1989	Current month 1988	Year-to-date 1989	Year-to-date 1988
Auto/cycle/rec. vehicles				
ATV Sports	19.7	30.8	65.8	88.9
AutoWeek (52X)	133.3	142.9	395.1	438.9
Car & Driver	90.5	106.7	287.6	319.5
Car Collector & Car Classics	15.4	15.9	52.4	52.9
Car Craft	90.2	85.5	200.4	201.2
Circle Track	77.0	84.8	247.7	235.1
Cycle	46.2	43.0	105.3	110.3
Cycle World	56.6	63.2	109.9	125.1
Dirt Rider	28.4	48.2	90.1	104.8
Dune Buggies & Hot VWs	65.9	70.7	201.6	204.6
Family Motor Coaching	212.6	195.0	558.8	549.5
4 Wheel & Off-Road	75.5	89.8	207.3	217.0
Four Wheeler	73.4	83.0	218.7	233.0
Hot Rod	83.5	88.3	225.7	245.1
Motorcyclist	51.4	57.1	109.4	109.9
Motor Trend	102.6	78.1	239.3	221.0
Motorhome	96.7	86.2	271.6	249.6
Rider	40.6	42.7	89.7	99.2
Road & Track	91.7	109.5	278.5	318.7
Trailblazer	53.0	48.0	144.0	131.0
Trailer Life	105.7	102.0	285.5	267.4
Total Group	**1,610.0**	**1,671.4**	**4,384.4**	**4,522.7**
% change	**-3.7%**		**-3.1%**	
Boating & yachting				
Boating	164.9	188.7	546.0	582.7
Chesapeake Bay	52.0	44.3	141.8	131.9
Cruising World	129.2	112.6	329.1	322.6
Lakeland Boating (11X)	101.0	97.2	289.5	260.4
Motor Boating & Sailing	162.0	163.4	544.8	578.8
Sail	132.3	118.3	370.9	310.6
Trailer Boats(11X)	83.1	73.3	255.2	224.5
Western Boatman(6X)	50.8	53.6	101.8	109.6
Yachting	129.7	127.4	455.7	479.0
Total Group	**1,005.0**	**978.8**	**3,034.8**	**3,090.2**
% change	**2.7%**		**1.2%**	
Civic/fraternal				
American Legion	57.7	37.5	159.5	120.7
Elk (10X)	14.4	13.7	51.7	56.5
Kiwanis	14.2	12.6	43.2	41.2
Lion (10X)	7.3	4.5	66.0	66.5
Rotarian	19.5	26.3	42.4	53.4
V.F.W. (11X)	28.9	31.6	98.7	94.8
Total Group	**142.0**	**126.2**	**461.5**	**433.1**
% change	**12.5%**		**6.6%**	
General				
American Health (10X)	96.2	90.5	166.5	160.0
American Heritage (8X)	31.6	34.3	80.2	70.6
American West (6X)	53.0	—	74.5	25.0
Art & Antiques	95.2	80.6	200.0	190.0
The Atlantic A.	35.7	45.3	146.9	136.7
Bon Appetit A.	89.1	73.9	226.5	210.1
Cable Guide	33.0	31.7	96.6	85.7
Changing Times	60.9	73.2	158.9	182.5
Children	41.5	26.3	79.6	47.2
Conde Nast's Traveler	95.6	54.2	215.9	134.5
Connoisseur	104.4	107.3	211.7	216.7
Consumers Digest (6X)	26.5	25.8	47.7	43.3
Ebony	87.8	87.0	288.5	286.8
European Travel & Life	61.5	57.9	96.2	86.3
Fifty Plus	40.2	36.4	113.2	99.9
Finance (10X)	39.8	50.3	74.0	104.3
Food & Wine	62.8	51.5	165.1	143.4
Games (6X)	14.1	11.0	26.6	18.0
Gourmet	95.4	97.5	245.5	263.9
Harper's Magazine A.	30.8	34.0	105.6	92.5
Harrowsmith (6X)	62.8	59.2	123.8	121.9
Islands (6X)	64.2	39.8	120.7	67.6
Let's Live	45.0	44.0	148.0	141.0
Life	77.9	38.8	193.9	120.6
Modern Maturity (6X)	—	—	41.0	38.9
Money	103.5	133.2	278.9	340.9
Money Maker	—	—	2.7	8.0
Mother Earth News	98.9	97.6	171.3	160.6
National Geographic	28.3	28.5	67.9	78.5
National Geographic Traveler (4X)	51.0	43.0	66.2	43.0
Natural History	49.2	37.4	140.0	113.6
Prevention	55.0	53.9	172.5	172.8
Psychology Today	41.8	31.3	82.8	94.7
Reader's Digest A.	104.4	111.0	262.4	286.2
Saturday Evening Post (6X)	49.0	37.5	92.9	76.4
Smithsonian	108.8	91.6	266.2	281.4
Town & Country	159.5	136.0	342.9	374.2
Travel-Holiday	58.4	52.5	132.6	121.5
Travel & Leisure	150.2	134.1	355.5	309.6
Travelhost	1,252.0	1,157.0	3,615.0	3,548.0
Vanity Fair	126.6	109.6	264.9	215.0
Writer's Digest	31.7	32.0	78.2	85.4
Yankee	69.9	67.4	195.7	236.6
Total Group	**3,986.4**	**3,804.2**	**10,035.6**	**9,633.8**
% change	**10.8%**		**4.2%**	
Home				
Americana (6X)	24.3	20.9	45.9	37.5
Architectural Digest A.	142.9	156.5	394.8	403.0
Better Homes & Gardens	131.0	122.7	317.0	300.7
Colonial Homes (6X)	68.6	67.2	121.0	109.8
Columbus Monthly-Homes (4X)	—	—	29.8	30.2
Cooking Light	60.4	32.1	109.7	68.8
Country Home (6X)	111.1	60.8	156.8	102.7
Country Living	107.6	89.0	269.6	227.2
Family Handyman (10X) A.	42.3	44.7	114.2	135.0
Florida Home & Garden	86.8	63.3	289.1	162.6
Flower & Garden (6X)	54.8	—	110.6	51.8
Home	65.7	51.0	166.4	169.3
Home Mechanics	62.8	57.5	136.7	135.5
The Homeowner (10X)	36.2	44.2	77.3	87.8
Horticulture	42.1	44.1	129.6	136.6
House Beautiful	75.3	74.7	183.7	183.3
House & Garden	100.5	111.9	201.0	242.6
Metropolis	92.0	61.9	158.7	117.7
Metropolitan Home	83.6	75.3	250.7	211.0
Midwest Living	84.3	71.6	155.4	343.5
1,001 Home Ideas	68.0	58.9	171.2	156.0
Organic Gardening	52.2	54.4	154.3	187.3
Phoenix Home/Garden	73.7	80.0	221.7	244.5
Practical Homeowner	35.2	—	71.8	—
San Diego Home/Garden	60.1	59.8	190.1	184.3
Southern Accents (6X)	129.3	125.3	201.2	207.4
Southern Living	153.2	149.9	335.5	319.2
Sunset Magazine A.	126.3	133.2	305.5	340.4
Workbench (6X)	52.7	43.4	92.4	91.8
Total Group	**2,226.0**	**1,954.1**	**5,161.4**	**4,987.6**
% change	**13.9%**		**3.5%**	
In-flight & other passenger				
Aboard Group (6X)	35.8	32.2	71.1	60.2
Alaska Airlines	56.3	57.2	174.9	168.8
America West Airlines	68.7	60.5	205.2	181.1
American Way (24X)	142.8	125.1	384.1	376.7
East/West Network:				
Continental Profiles	61.9	49.4	175.6	161.1
Eastern Review	77.3	76.4	203.1	224.1
Northwest	52.5	37.8	155.8	118.2
Pan Am Clipper	46.8	41.1	129.3	124.1
Southwest Spirit	66.5	58.5	191.0	188.5
TWA Ambassador	66.0	47.6	158.1	152.4
Vis 'A Vis	91.8	73.2	257.8	204.3
Halsey Publication:				
Delta Sky	84.9	84.0	235.9	244.5
Pace Communications:				
Braniff Magazine	36.6	—	82.2	—
US Air Magazine	55.4	77.5	148.4	202.7
Spirit of Aloha (6X)	23.0	20.0	73.4	61.6
Total Group	**968.2**	**840.5**	**2,645.9**	**2,466.3**
% change	**15.0%**		**7.3%**	
Men's				
Esquire A.	142.2	104.5	295.5	225.8
Firehouse Magazine	43.7	55.5	110.0	121.3
Gentlemen's Quarterly A.	256.9	216.1	467.2	428.2
M Magazine	104.3	82.7	214.3	210.0
Muscle & Fitness	137.3	123.3	301.2	343.2
Penthouse A.	47.7	42.5	149.7	134.0
Playboy A.	50.7	53.9	192.7	151.4
Salute (10X)	29.3	28.8	56.3	56.2
Total Group	**812.1**	**707.3**	**1,786.9**	**1,670.0**
% change	**14.8%**		**7.0%**	
Metropolitan				
Alcha	30.2	37.5	59.8	68.8
Atlanta	51.7	60.9	162.2	173.4
Baltimore	72.0	58.4	195.0	178.1
Boston	126.3	133.1	386.3	401.5
California	83.2	76.7	172.5	173.1
Chicago	122.8	100.1	317.1	295.8
Chicago's North Shore	120.7	84.9	288.6	257.3
Cincinnati	53.7	47.8	138.4	137.1
Cleveland	73.4	55.3	146.4	158.2
Coast (39X)	168.0	203.3	255.0	299.3
Columbus Monthly	100.9	51.5	197.5	164.7
Connecticut	107.8	103.9	281.9	278.0
D/Magazine	76.0	75.2	200.0	232.1
Denver	22.2	34.5	73.3	97.2
Detroit Monthly	56.3	65.1	159.7	182.6
Grand Rapids	30.7	30.7	94.3	91.6
Honolulu	48.7	63.1	152.7	175.7
Houston Metropolitan Mag.	51.3	52.2	133.5	164.0
Inside Chicago (6X)	40.2	28.7	78.7	231.5
Los Angeles	159.6	131.5	426.4	384.3
Louisiana Life	36.7	31.7	65.5	55.9
Madison	36.0	44.0	122.0	115.0
Memphis	60.3	66.8	193.5	211.8
Mid Atlantic Country	36.4	38.7	96.5	74.4
Milwaukee	68.3	61.2	206.8	214.4
Minneapolis/St. Paul	141.3	102.3	320.9	249.8
Minnesota Monthly Mag.	39.4	40.3	71.4	60.1
Nashville	68.0	51.0	172.0	132.0
New England Monthly	48.8	41.4	144.2	123.4
New Jersey Monthly	97.8	106.6	241.5	261.6
New Mexico	21.2	16.7	139.5	127.5
Ohio	52.2	48.0	140.5	140.9
Orlando	97.7	94.0	268.6	268.3
Palm Beach Life	101.6	100.0	314.3	289.8
Palm Springs Life	141.9	127.6	504.6	416.5
Philadelphia	146.8	146.3	389.0	382.1
Pittsburgh	69.0	78.5	166.0	196.6
Rhode Island Monthly	53.9	—	141.8	—
Sacramento Magazine	56.0	47.0	152.6	139.0
St. Louis	39.6	45.5	109.9	134.2
San Diego	128.8	146.0	349.0	439.2
San Francisco Focus	113.1	95.7	283.5	237.4
South Florida Magazine	130.1	106.3	360.0	273.5
Texas Monthly	125.2	89.7	265.1	244.8
Ultra	41.8	18.6	136.8	70.3
The Virginian (6X)	112.0	112.0	118.8	119.5
Washington (7X)	98.0	74.2	146.0	121.6
The Washingtonian	163.3	163.7	492.9	426.7
Total Group	**3,920.8**	**3,588.2**	**10,032.3**	**9,670.7**
% change	**9.3%**		**3.7%**	
Music/entertainment				
Audio	74.6	68.9	270.6	264.3
Dance Magazine	58.8	65.5	177.4	180.9
Playbill	59.7	49.4	153.2	133.5
Total Group	**193.0**	**183.8**	**601.2**	**578.8**
% change	**5.0%**		**3.9%**	
Outdoor & sport				
Alaska	45.7	40.0	125.3	118.7
The American Handgunner (6X)	51.0	49.0	105.0	98.0
American Hunter	17.7	17.8	53.6	54.9
American Rifleman	20.9	27.2	61.5	71.9
Backpacker (6X)	—	—	25.6	31.9
Bass Master (10X) A.	124.9	113.1	296.5	307.0
Bicycling (9X)	126.7	135.8	225.7	221.4
Cross Country Skier	—	—	70.5	77.2
Ducks Unlimited (6X)	29.1	20.6	58.7	43.2
Field & Stream	96.7	85.5	222.0	236.1
Fishing World (6X)	68.0	68.4	108.3	111.4
Florida Sportsman	160.2	147.1	466.8	480.0
Golf Digest	127.2	122.1	388.2	338.2
Golf Illustrated	88.3	55.9	126.6	79.1
Golf Magazine	132.4	95.9	450.4	391.0
Gun Dog (6X)	48.2	38.2	88.2	64.2
Guns	39.0	33.0	107.0	101.0
Guns & Ammo	54.5	46.6	139.6	149.1
In-Fisherman (6X)	109.0	162.8	207.0	162.8
Outdoor Life	100.7	80.1	250.0	234.2
Outside Magazine	56.5	56.6	137.3	128.5
Petersen's Hunting	41.8	44.1	121.6	147.5
Runner's World (12X)	32.9	33.9	83.7	103.4
Salt Water Sportsman	160.8	136.0	482.6	456.3
Shooting Times	35.0	30.7	97.1	120.0
Sierra (6X)	50.2	45.2	103.6	79.7
Ski (6X) A.	70.4	52.9	284.3	260.2
Skiing (7X) A.	76.6	81.3	218.7	263.1
Skin Diver	104.3	114.1	323.4	318.6
Southern Outdoors (9X)	91.9	85.6	205.8	226.7
Southern Saltwater(8X)	64.6	41.6	183.5	122.4
Sport Magazine	44.3	35.3	107.9	103.2
Sports Afield	93.3	85.5	213.6	231.9
Tennis	77.8	101.3	166.1	197.7
Waterski (8X)	76.5	95.5	173.0	142.7
Western Outdoors (10X)	52.6	67.7	138.8	162.9
Wildfowl (6X)	—	—	15.8	14.3
WindRider (8X)	50.3	46.0	50.3	46.0
Wing & Shot (6X)	14.7	12.7	31.5	28.2
World Tennis	58.1	90.2	120.7	161.6
Total Group	**2,892.8**	**2,595.5**	**6,835.8**	**6,686.3**
% change	**3.8%**		**2.2%**	
Photography				
American Photographer	22.7	25.7	82.8	88.3
Petersen's Photographic	20.0	23.3	70.2	66.6
Popular Photography	68.5	82.8	228.8	236.9
Total Group	**111.2**	**131.8**	**381.8**	**391.8**
% change	**-15.6%**		**-2.6%**	
Science/electronic/mech				
Discover	51.9	39.4	132.7	116.7
Home Office Computing	41.7	43.6	134.8	132.7
Omni	59.3	61.0	183.1	165.9
Personal Computing	168.7	250.9	530.1	737.2
Popular Mechanics	82.8	101.3	209.7	235.1
Popular Science	100.3	55.3	217.3	194.6
Scientific American	49.6	29.2	110.9	103.6
Spectrum	62.7	57.0	195.3	202.8
Total Group	**616.9**	**637.7**	**1,713.8**	**1,888.6**
% change	**-3.3%**		**-9.3%**	
Women/fashion/service				
Beauty Digest (6X)	—	—	15.2	20.3
Bride's Magazine (6X) A.	—	—	741.4	703.6
Cosmopolitan A.	192.4	186.8	505.6	514.5
Elle Magazine	288.5	267.7	487.2	483.0
Essence	74.8	73.3	227.3	209.2
Family Circle (17X) A.	149.1	120.3	440.3	366.3
Glamour	195.8	222.6	407.9	469.0
Good Housekeeping A.	135.8	125.2	348.2	334.3
Harper's Bazaar	171.5	166.8	321.1	339.7
Health	24.7	47.7	89.3	94.2
Images	68.7	53.2	188.7	149.2
Ladies' Home Journal	127.3	117.6	340.8	306.8
Mademoiselle	162.9	178.3	346.6	351.7
McCall's	90.9	87.3	257.0	229.3
Military Lifestyle (10X)	41.7	49.0	136.5	132.9
Modern Bride (6X)	—	—	627.4	555.7
Ms.	38.4	30.0	99.4	98.5
New Woman	90.8	91.5	234.2	232.8
Parents Magazine A.	132.1	92.9	315.0	272.6
Redbook	97.7	126.4	259.0	288.2
Savvy	52.2	44.2	143.7	128.7
Self	128.8	124.8	293.5	278.8
Seventeen	182.3	183.3	297.5	294.7
Soap Opera Digest (26X)	31.8	20.7	99.0	65.0
Soap Opera Update	5.3	9.3	26.3	27.0
Teen Magazine	48.3	47.2	101.1	114.2
True Story A.	60.9	51.4	56.4	143.6
Vogue	419.5	435.6	854.9	832.4
W Magazine	169.2	164.1	420.2	403.9
Weight Watchers	31.5	39.0	98.7	112.2
Woman (10X)	41.5	43.0	85.3	82.3
Woman's Day (15X)A.	214.1	196.5	418.7	374.6
Workbasket	27.9	29.5	79.3	87.9
Working Mother	68.5	67.9	178.9	203.6
Working Women	100.1	103.3	253.9	262.7
Total Group	**3,065.0**	**3,098.5**	**9,796.5**	**9,561.1**
% change	**-1.0%**		**2.5%**	
Youth				
Boys' Life	19.0	22.5	62.1	54.4
Campus Life (10X)	65.2	66.0	153.0	154.1
Total Group	**84.2**	**88.5**	**215.1**	**208.5**
% change	**-4.9%**		**3.2%**	
Business/national				
Barron's	142.6	176.4	403.3	530.2
Black Enterprise	47.7	46.2	229.6	218.6
Business Month	38.1	29.9	91.6	72.2
Business Week (52X) A.	358.8	327.0	891.4	823.8
Entrepreneur	136.3	90.3	465.4	314.9
Financial World (26X)	60.3	48.1	156.0	139.5
Forbes (26X)	230.3	220.5	628.1	602.3
Fortune (26X)	203.4	254.3	622.1	629.5
Frequent Flyer	46.9	53.1	119.3	156.3
Futures	48.2	96.3	131.2	193.0
Inc. Magazine	95.7	89.0	230.9	212.8
Income Opportunities	86.7	93.1	187.1	208.1
Industry Week (23X) A.	87.5	75.5	228.2	197.4
Nation's Business (12X) A.	32.7	34.2	105.8	101.9
Venture	49.0	50.0	126.8	151.5
Total Group	**1,864.2**	**1,883.8**	**4,618.5**	**4,582.0**
% change	**-1.2%**		**1.4%**	
Business/regional				
Advantage-Nashville's bus. Mo.	84.0	55.0	196.0	169.0
Arizona Bus. Gazette (52X)	71.6	77.7	172.4	196.8
Baltimore Bus. Jrnl.	85.4	90.0	215.6	226.3
Boston Bus. Jrnl. (52X)	113.1	131.8	330.5	339.6
Bus. First of Buffalo	65.5	60.2	226.7	163.0
Bus. Jrnl.-Milwaukee	179.9	122.4	464.1	480.1
Bus. Jrnl.-Sacramento	86.3	90.8	228.0	251.2
Bus. North Carolina	33.8	32.7	94.2	97.3
Capital Dist. Bus. Review (52X)	65.7	79.6	215.2	193.1
Caribbean Business	153.9	106.0	295.3	272.1
Corporate Rpt. Minnesota	68.9	69.0	183.9	220.0
Crain's Chicago Bus. (52X)	140.5	138.0	367.8	392.0
Crain's Cleveland Bus. (52X)	66.0	61.2	193.3	170.7
Crain's Detroit Bus. (52X)	71.8	72.5	210.9	213.4
Crain's New York Bus. (52X)	51.0	48.0	128.0	123.0
Florida Trend (13X)	47.9	66.4	146.0	178.8
Georgia Trend	54.3	53.5	141.3	156.1
Grand Rapids Bus. Jrnl.	40.0	44.1	134.2	146.1
Hawaii Business	47.8	40.3	127.8	108.0
Houston Bus. Jrnl. (52X)	65.0	63.0	186.5	171.0
Indianapolis Bus. Jrnl. (52X)	139.9	123.5	418.4	349.5
Manhattan Inc.	46.3	61.1	112.6	137.1
New England Bus. (28X) A.	34.8	64.3	138.3	154.5
New Orleans City Bus.	34.8	45.3	114.7	148.9
Pacific Bus. News (52X)	90.1	77.2	289.0	273.8
Pittsburgh Bus. Times (52X)	33.9	16.6	832.1	1,041.0
Providence Bus. News	78.8	69.7	221.3	203.7
Regardie's/Washington Review Publication:	118.0	134.0	457.0	405.0
Broward Review	111.5	22.2	255.5	86.0
Miami Review	80.1	33.7	204.0	123.4
Palm Beach Review	93.9	21.2	203.4	73.5
San Jose Bus. Jrnl.	51.2	68.2	185.7	184.6
St. Louis Bus. Jrnl. (52X)	93.2	99.7	311.7	298.4
Warfield Monthly Baltimore	53.8	53.5	160.8	167.7
Total Group	**2,952.4**	**2,392.4**	**8,162.2**	**7,896.5**
% change	**10.9%**		**3.3%**	
National Sunday mags				
Parade (52X)	66.2	50.2	168.3	160.8
USA Weekend (52X)	56.1	50.0	151.3	147.5
Vista Magazine (52X)	18.8	11.7	57.1	39.1
Total Group	**141.1**	**111.9**	**376.7**	**347.4**
% change	**26.1%**		**8.4%**	
Newspaper Sunday magazine				
Boston Globe	155.0	165.0	614.0	636.0
Chicago Tribune	133.5	153.2	288.9	303.6
Cleveland Plain Dealer	77.4	79.4	158.4	174.5
Columbus Dispatch	79.5	45.2	122.9	75.2
The Dallas Morning News	62.0	74.0	182.0	204.0
Detroit Free Press	37.1	51.6	100.3	125.7
L.A. Times	81.5	81.6	244.9	194.2
Louisville Courier-Jrnl.	27.0	40.0	84.0	104.0
New York Times Mag.	374.8	436.6	869.7	938.9
Philadelphia Inquirer	87.6	108.3	224.0	236.9
Seattle Times	61.0	77.0	175.0	171.0
St. Louis Post Dispatch	83.9	65.7	219.3	210.3
Toledo Blade Magazine	37.1	31.1	95.0	88.9
Washington Post	147.3	150.7	359.4	308.9
Total Group	**1,444.8**	**1,569.4**	**3,737.8**	**3,772.1**
% change	**-7.3%**		**-0.9%**	
Weeklies/bi-weeklies				
The Advocate (26X)	128.8	129.2	478.0	420.9
Army Times Military Group:				
Air Force Times (52X)	143.9	147.0	441.8	455.4
Army Times (52X)	139.9	140.9	421.1	432.1
Navy Times (52X)	163.4	160.8	486.6	501.9
Capper's (26X)	29.2	30.7	123.4	84.3
Commonweal (22X)	15.9	7.3	29.3	21.2
Grit (52X) A.	32.8	25.4	112.9	96.1
National Journal (50X)	58.0	57.3	144.4	166.0
National Review (25X)	23.2	29.9	67.5	96.0
New Republic (48X)	40.8	32.9	124.0	112.9
New York Magazine (50X)	197.1	241.7	596.4	622.9
New Yorker	167.3	196.8	455.8	515.1
Newsweek (52X) A.	190.4	169.6	547.8	543.0
People (51X)	332.5	288.1	804.3	744.3
Rolling Stone (25X)	199.4	182.5	411.9	376.0
Sporting News (52X)	45.1	52.0	132.4	144.1
Sports Illustrated (52X) A.	239.6	211.1	704.3	759.8
Time (52X) A.	211.2	192.5	604.7	560.2
TV Guide (52X) A.	232.2	276.1	892.9	1,004.1
US Magazine (26X)	61.3	50.2	145.9	131.5
U.S. News & World Report (50X) A.	173.2	140.8	444.9	414.2
Total Group	**2,825.2**	**2,762.8**	**8,170.3**	**8,202.0**
% change	**2.3%**		**-0.4%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

MAXWELL'S MARKET SHARES

Coffee brands fail to heat up a tepid market

By JOHN C. MAXWELL JR.

Coffee consumption is showing no signs of perking up soon.

Estimated per capita coffee consumption fell about 1.1% to 25 gallons in 1988. It also appears the average number of cups of coffee consumed per person per day declined 5.8% to 1.67 cups.

The U.S. Department of Agriculture reported only half the population drank coffee last year, down from 52% in 1987. Furthermore, the number of cups consumed by coffee drinkers has remained relatively constant (3.34 cups in 1988, 3.38 in 1987).

Much of the decline can be attributed to consumers' move away from hot and acidic drinks to cold beverages such as soft drinks.

There's also a direct correlation between coffee consumption and age. As the population ages, consumption increases.

It appears that the consumption of "gourmet" coffee has been growing 20% per year and currently holds about 8% of U.S. sales. The emergence of upscale arabica coffees and specialty coffees seems to be in response to consumer willingness to pay a little extra for a better cup of coffee.

Growth of the gourmet segment is also attributed to the increasing use of home automatic-drip coffee makers, growing consumer interest in natural foods and the rising number of gourmet food markets. The decline in consumption by the 20-to-30 age group moderated last year.

Still, coffee consumption is expected to keep declining for the foreseeable future. Per capita consumption this year is expected to drop 1.2% to 24.7 gallons.

The Agriculture Department said world coffee consumption is expected to increase 1% to 2% per year as demand in the producing and consuming markets (Europe and Asia) exceeds the decline in the U.S.

In market share battles, General Foods USA continues to lead in the regular coffee segment, though its total share fell 1.5 percentage points to an estimated 33% last year.

Procter & Gamble Co. (Folgers) had a share of 31.8%, up 0.5 percentage points. Hills Brothers and its allied brands (now part of Nestle and joined by a Taster's Choice regular in test) totaled a 13% share, up 1.5 points.

In the instant coffee segment, General Foods' lineup slipped 2.1 points to a 37.6% share. Nestle improved 1 point to 33.1%. P&G gained 1.8 points to 23.1%.#

Mr. Maxwell is with Wheat First Securities, Richmond, Va.

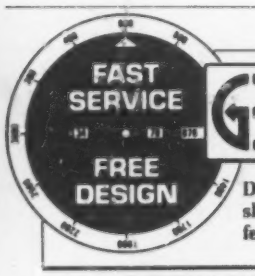
COFFEE MARKET SHARES

	1986	1987	1988*
Regular coffee			
General Foods			
Maxwell House			
Regular	18.3	18.1	16.7
Decaffeinated	2.4	2.0	2.0
Private Collection	—	0.2	0.3
Subtotal	20.7	20.3	19.0
Master Blend	8.4	7.6	8.0
Sanka	1.7	2.1	2.0
Yuban			
Regular	2.3	2.3	2.2
Decaffeinated	0.4	0.4	0.3
Subtotal	2.7	2.7	2.5
Brim (includes Max-Pax)	2.4	1.8	1.5
Total	35.9	34.5	33.0
Procter & Gamble			
Folgers			
Regular	19.9	22.8	22.8
Decaffeinated	2.8	3.4	4.0
Flakes	5.5	5.1	5.0
Total	28.2	31.3	31.8
Nestle			
Hills Brothers	7.9	7.5	7.7
MJB	2.5	2.7	3.3
Chase & Sanborn	0.9	1.3	1.8
Taster's Choice	—	—	0.2
Total	11.3	11.5	13.0
Chock Full O'Nuts	4.6	5.1	3.4
Winterpark Investment Group			
Maryland Club	1.0	0.9	0.7
Butternut	1.2	1.1	0.9
Total	2.2	2.0	1.6
Subtotal	82.2	84.4	82.8
All others	17.8	15.6	17.2
Grand total	100.0	100.0	100.0

	1986	1987	1988*
Instant coffee			
General Foods			
Maxwell House			
Regular	21.9	21.5	20.5
Decaffeinated	3.1	2.4	2.0
Subtotal	25.0	23.9	22.5
Maxim	1.6	1.5	1.4
Sanka	8.4	8.4	8.3
Freeze Dried Sanka	1.0	0.7	0.6
Yuban	0.6	0.6	0.7
Brim	1.7	1.6	1.1
International Coffees	2.0	3.0	3.0
Total	40.3	39.7	37.6
Nestle			
Nescafe Regular	7.2	7.5	7.4
Nescafe Decaffeinated	2.1	3.1	2.8
Taster's Choice Reg.	10.3	10.6	11.3
Taster's Choice Decaf.	6.2	6.2	5.9
Sunrise	1.0	0.8	0.8
Hills Brothers	2.0	2.1	2.4
MJB	1.2	1.3	1.5
Chase & Sanborn	0.4	0.5	1.0
Total	30.4	32.1	33.1
Procter & Gamble			
Folgers Regular	14.6	16.0	17.0
High Point	1.3	1.0	0.9
Decaffeinated Folgers	3.5	4.3	5.2
Total	19.4	21.3	23.1
Borden			
Kava	0.6	0.5	0.4
Subtotal	90.7	93.6	94.2
All others	9.3	6.4	5.8
Grand total	100.0	100.0	100.0

* 1988 figures are estimated.

Source: John C. Maxwell Jr.



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